



Design Guide 20

Public Art

20.1 PUBLIC ART

The term 'public art' refers to artists working in the built, natural, urban, rural or virtual environment. Public art is an expression of cultural wellbeing and engages people with the economic, social and environmental development of places. It can be permanent or temporary and may include: the installation of artworks in the public realm; the involvement of artists in the planning and design of buildings and spaces; and artists working creatively with communities in order to explore and articulate issues of local significance.

20.2 The Council's Public Art Policy

The Council has developed a Draft Public Art Policy, informed by the National Planning Policy Framework (NPPF, 2012), policies EH3 (*Public Realm and Green Infrastructure*) and OS4 (*High Quality Design*) of the emerging Local Plan 2031. Draft Public Art Strategy:

The Council will require developers to support the provision of public art projects in accordance with this Public Art Policy and the Council's Public Art Strategy. In general terms, this will comprise either:

- *the funding, management, development, implementation and maintenance of public art projects which are part of developments located within Strategic Development Areas and major development sites; or*
- *a financial contribution towards the provision of public art projects located outside Strategic Development Areas and major development sites and throughout the District.*

The NPPF recognises that Cultural Wellbeing is part of achieving sustainable development, and includes Cultural Wellbeing within the twelve core planning principles which underpin both plan-making and decision-taking.



Fig. 1 Mosaic at Cogges Neighbourhood Centre

The NPPF states that the planning system should: *take account of and support local strategies to improve (...) cultural wellbeing for all* (paragraph 19).

The Public Art strategy applies to public and private sector developments, usually those which are large-scale and include publicly accessible buildings and spaces.

20.3 Strategic Development Areas in Witney and Carterton and major development sites

The Local Plan currently identifies four Strategic Development Areas in Witney and Carterton. These areas will contain most of the new housing to be built in the District between 2013 and 2029.

The development areas will also include schools, office and industrial buildings, shops, community and leisure facilities, public realm and green infrastructure and transport provision.



Fig. 2 Horses at Carterton Country Park

In addition, the Council recognises that major development sites could be established by the Council and developers which provide similar types of physical and social infrastructure and activities to those found in the Strategic Development Areas.

The areas and sites will provide significant opportunities for public art projects which respond to the priorities and policies of the Council Plan and the Local Plan. For example:

- *public art projects integrated within the design of building and spaces will support the protection and enhancement of the built and landscape environment and the provision of high quality design; and*
- *public art projects which engage existing and new communities and enable them to celebrate and/ or investigate local identity and/ or local issues will support social development, cohesion and wellbeing.*

Due to the size of the areas and sites, public art projects will be secured via Section 106 planning obligations and planning conditions. To achieve this, the Council's Arts and Leisure Team and Planning Team will support developers in undertaking the process which is summarised below:

- *The appointment of external public art expertise (public art consultants/ curators) by developers to prepare public art plans for the areas and sites;*

- *The submission and approval of public art plans as part of either outline or full planning applications for the areas and sites;*
- *The appointment of artists by developers (using their public art expertise) to develop and implement the public art projects identified within the public art plans for the areas and sites;*
- *The Council's approval of the conceptual and material details of the public art projects identified within the public art plans as part of outline, reserved matters and/ or full planning applications submitted by developers for the areas and sites;*
- *The agreement of Section 106 planning obligations and planning conditions to secure the implementation and maintenance of the public art projects for the areas and sites.*

20.4 What can the money be spent on?

- *Commissioning of artists or craftspeople to participate in the overall design of the development or features within the development;*
- *Commissioning of art works;*
- *Commissioning of artists to create community events;*
- *Purchase of materials for public display;*
- *Consultation with the local community and relevant organisations;*
- *Dedication of space for the public exhibition of works of art;*
- *Transportation, installation and maintenance of the art work.*

NB Early consultation with the Council is strongly recommended prior to a planning application being submitted.